

NO WRONG DOOR RESOURCE TEAM

Minutes October 22, 2008

1. Status of No Wrong Door

- Debbie gave a handout (attached) of where we are with Goal 1 – No Wrong Door objectives for the Systems Transformation Grant.
- No Wrong Door Tools: The tools are being developed with the new vendor, Peer Place and we are preparing the NWD sites for implementation of these new tools starting in Richmond with Senior Connections. All sites will be on the new tool system by the end of February. Due to the loss of ADRC funding, the number of public agencies that we can purchase slots for has greatly decreased. We have 10 AAAs that will be using the tools and 8 “other” public agency slots available this federal fiscal year. Next fiscal year, we will be able to offer an additional 18 slots to other public agencies.

2. Tools Subcommittee Up-Date: The subcommittee is in process of identifying:

- All agencies that may potentially benefit from using the NWD tools (e.g. CSBs, CILs, VDH, DSS, Alzheimer’s Association, Faith-based community, Home Health, Homeless Shelters, etc.)
- What other tools might be needed in the NWD system to better serve these agencies (e.g. Caregiver Assessment, Capacity Assessment, Supports Inventory)
- What are the barriers to moving forward (funding, consent issues)
- What would be the best plan in moving forward in terms of a system that is valuable to others
- Resource Team suggested that providing access to the NWD tools for the transportation providers might be a good place to start.

3. Education/Marketing Committee Report Update: ***(Summary of activities provided by Dave Murray, Chair)***

With regard to materials to be used for education/outreach, we first looked to what information was available in print or on the internet regarding *Virginia’s NWD*. We found plenty of information, most of it dated or not representing deliverables per the current status of implementation and an anticipated change with regard to the software tool. The first assignment to Committee members was to check 4-6 individual websites with *Virginia’s No Wrong Door* information to review for accuracy of message, and the identification of well-stated points to help create a new message for NWD.

From reports given at the second meeting, most of the NWD website information came from PDF files or PowerPoint presentations given to various groups over the last 3 years. The Committee recommended creating an update: *Virginia's No Wrong Door Initiative – fall 2008*. This title would make it clear to anyone searching the internet on Virginia's No Wrong Door that this summary, with dated title, is the most accurate and current from all other references listed. It was also recommended that the update replace the explanation of NWD on the SeniorNavigator site as what was comprehensively presented regarding the use of the software tool was not in practice/deliverable.

With the eventual implementation of the I&R, Case Management, information sharing, software being applied and used differently among each pilot site, a conceptual explanation of the No Wrong Door initiative was recommended. A first draft of the update was reviewed by 3 committee members prior to today's meeting and the Committee discussed progress with the draft today. Minor edits were suggested and the document should be ready to submit to Debbie Burcham by month-end.

The Committee agreed to assist the Systems Transformation Communication Committee in using a Smart Chart guide to help develop a communications plan for No Wrong Door as was being done for the other Goals/program of the STG.

The Committee completed this document during the August and September meetings. By focusing on what could be realistically accomplished over the next 9-12 months, and without the benefit of funding, the group determined the communications goal was to promote the Easy Access website as this was part of the NWD initiative, due to launch, and could be used by consumers and providers across the Commonwealth.

- Easy Access media release tracking – launch in August and PSA on Disability Awareness Month (October)
- Easy Access Rack Cards and magnifier bookmarks – to be distributed to AAA sites, primarily, for local distribution.
- Webinar – Debbie Burcham held an Easy Access webinar for 90 participants across multiple agencies on September 25. It was well received.

- Older Dominion Partnership – On August 14, the Information Coordination & Promotion Committee of the Older Dominion Partnership (ODP) met. *The ODP helps those working on aging issues, moreover, solutions and systems – in place or in process - to meet the needs of this growing population.* The committee recognized the launch of Easy Access. Thanks to the suggestion/appeal made by Debbie Burcham, the Committee has agreed to begin work on helping to find funding or pro bono assistance in the promotion of Easy Access to consumers across the Commonwealth. A follow-up meeting has not been held as of this report.
- Easy Access and NWD article for October issue, Voices and Visions, from the Virginia Board of People with Disabilities

Reciprocal Links – During the August and September meetings, the Committee agreed to review the link sites on Easy Access to see (recommend) if the linkages should be reciprocal. Messages to V4A members were sent prior to the Easy Access launch date. Commissioner Nablo sent a logo-link to the HHR divisional Commissioners for posting on their respective sites. Our Committee and Resource Team members are encouraged to identify other sites where they believe Easy Access should be linked. A list of reciprocal links will be submitted to Debbie Burcham by month end.

In July, Committee members agreed that the NWD information must be revised with a clarity that is directed to all stakeholders. A universal message for Virginia's NWD initiative must be written along with "shelf statements" focused on and specific to the various stakeholders. The shelf statements will address the "What's in it for me?" concern of each group. Stakeholders were identified as:

- Group 1: Government leadership, both state and local
- Group 2: Private Partners, *SeniorNavigator*, *Virginia 2-1-1*, and all aging and disability services
- Group 3: Consumers & Consumer groups

Our plans now...

- Complete the *Virginia's No Wrong Door Initiative – fall 2008* document for updating the initiative in all print media.

- Develop shelf statements specific to stakeholder groups to add to the new document.
- Follow-up on what (and when) the Older Dominion Partnership will do to help promote Virginia Easy Access.
- Identify upcoming events and newsletters of public agencies and/or organizations where presentations on NWD/Easy Access are appropriate. Provide speakers, PowerPoint presentations or print materials as is applicable to the promotional opportunity.
- Track the use of the Easy Access rack cards by AAAs and other stakeholders.
- Stay alert for any funding sources to help educate stakeholders and promote the No Wrong Door initiative to consumers.

4. Streamlining Access/Benefits Subcommittee: This subcommittee is in the process of completing the following activities:

- Re-working the questions in the “assessment search” through VirginiaNavigator to better meet the needs of seniors and adults with disabilities.
- Developing a process and plan in which other providers of long-term supports and services can verify required documents for Medicaid application
 - Resource Team members expressed concern that those providers that benefit from an individual qualifying for Medicaid not be the providers that verify documentation due to conflict of interest. Debbie will bring this concern to the subcommittee members, particularly the DMAS and DSS reps.
- Developing a “pre-eligibility” questionnaire for use on *Virginia Easy Access* for the following programs:
 - Medicaid (DSS will be the lead on this project, scheduled to begin 4/09)
 - Members also suggested that the “pre-eligibility for Medicaid tool” allow providers to view the screens to see what they are but not have to fill them out in order to best support the individuals they serve.
 - Medicaid Waivers including Alzheimer’s, MR/ID, ED CD, AIDS, DD, Day Support, Tech
 - SPO

- PAS
- PACE

5. Plan for Enhancement of *Virginia Easy Access*

- We have received many suggestions to enhance/refine Virginia Easy Access. In February, Debbie will reconvene the Portal Work-Group to consider the suggestions and make recommendations to the NWD Resource Team. Elizabeth Friberg has agreed to join the workgroup.
- In the meantime, VDA has added “Veterans” to the site and continues to monitor the links.

6. Medicaid Application

- The on-line Medicaid application will be ready for general public use in November. Debbie will let Resource Team members know when it is available.

NEXT MEETING

DATE: January 8, 2009

TIME: 1:00 – 3:30 pm

LOCATION: VDA

Data for Virginia Easy Access

September 2008:

General Statistics	
Date & Time This Report was Generated	Wednesday October 01, 2008 - 17:04:52
Timeframe	09/01/08 00:00:00 - 09/30/08 23:59:59
Number of Hits for Home Page	3,411
Number of Successful Hits for Entire Site	132,961
Number of Page Views (Impressions)	15,010
Number of Document Views	15,010
Number of User Sessions	8,525
User Sessions from United States	65.51%
International User Sessions	0.51%
User Sessions of Unknown Origin	33.91%
Average Number of Hits Per Day	4,432
Average Number of Page Views Per Day	501
Average Number of User Sessions Per Day	284
Average User Session Length	00:10:25
Number of Unique Users	3,148
Number of Users Who Visited Once	2,251
Number of Users Who Visited More Than Once	897

August 2008:

General Statistics	
Date & Time This Report was Generated	Tuesday September 02, 2008 - 01:32:06
Timeframe	08/01/08 00:00:00 - 08/31/08 23:59:59
Number of Hits for Home Page	6,521
Number of Successful Hits for Entire Site	226,856
Number of Page Views (Impressions)	25,206
Number of Document Views	25,206
Number of User Sessions	11,391
User Sessions from United States	67.66%
International User Sessions	0.26%
User Sessions of Unknown Origin	32.02%
Average Number of Hits Per Day	7,317
Average Number of Page Views Per Day	816
Average Number of User Sessions Per Day	367
Average User Session Length	00:09:27
Number of Unique Users	4,807

Number of Users Who Visited Once	3,563
Number of Users Who Visited More Than Once	1,244

July 2008:

General Statistics	
Date & Time This Report was Generated	Thursday July 03, 2008 - 10:33:58
Timeframe	06/01/08 00:00:00 - 06/30/08 23:59:59
Number of Hits for Home Page	844
Number of Successful Hits for Entire Site	40,972
Number of Page Views (Impressions)	4,494
Number of Document Views	4,494
Number of User Sessions	1,570
User Sessions from United States	61.65%
International User Sessions	0.25%
User Sessions of Unknown Origin	38.08%
Average Number of Hits Per Day	1,365
Average Number of Page Views Per Day	150
Average Number of User Sessions Per Day	52
Average User Session Length	00:14:18
Number of Unique Users	651
Number of Users Who Visited Once	448
Number of Users Who Visited More Than Once	203